

FISHERIES INFORMATION SYSTEM:

HIGH LEVEL PORTAL STRATEGY

This document proposes a high level strategy for the development of an online portal to support the FIS vision of building a quality data management system that provides accurate, efficient and timely access to NMFS resources and services.

The proposed FIS Portal is envisioned as a gateway through which citizens, employees, businesses, and partners access online fisheries information and services anywhere, anytime. It will be the front door for the community - a secure gateway to NOAA fisheries available for all to visit.

The approach to building an FIS Portal will be based on the progressive addition of components, with the ultimate goal of forming a consolidated, unified view of all fisheries agencies, and partners. FIS portal's design will leverage existing resources whenever possible and will propose the development of new solutions necessary to achieve FIS strategic goals.

Consequently, the development of an FIS portal will focus on maximizing resource utilization while minimizing duplication of effort and cost. Key design factors to be considered include:

- Utilization of existing informational and transactional NMFS web sites
- End-to-end integration of applications
- Leverage existing network infrastructure
- Standardization and data consolidation for information sharing
- Cross-agency collaboration using integrated portal solutions
- Enhanced information security
- Effective data privacy protection

It will present content in ways that are familiar to employees, businesses, government agencies and the general public. It will provide an easy-to-navigate interface and will make it simple for visitors to locate and request fisheries information and services.

The portal will be an important element of the user experience with NOAA Fisheries, from first impressions to the quality of services received. Over time, it will establish a common look and feel across all fisheries, making it intuitive to access services by organizing topics according to the intention of the user.

Online customer support and robust search engine capabilities will aid users in requesting and finding desired information. For employees, the portal will provide

a platform for working effectively and collaboratively across agency boundaries. Online catalogues of existing applications and data stores will make the FIS portal the first stop before undertaking the design of new data collection programs or the development of new applications.

The portal will evolve to allow customers to transact services in a safe and convenient electronic environment (e.g. Online Permit Renewals). It will include a content management module allowing fisheries agencies and partners to aggregate and publish information following a standard process and format from multiple sources. Content providers will interface with the portal through application integration technologies that adhere to standards such as Java and XML.

To achieve higher levels of security, its architecture will utilize a central directory and validation server to provide security and to authenticate parties engaged in transactions. It will allow for personalization based upon users' profile templates, or allows users to choose to remain anonymous.

Audiences (User Profiles):

FIS to Customer (F2C)

- Citizens
- Visitors

FIS to Business (F2B)

- Businesses
- Suppliers
- Partners

FIS to Employee (F2E)

- Employees

FIS to Government (F2G)

- US Federal
- US State & Local
- International

Distribution Channels:

- Web
- E-mail
- E-chat
- Wireless

FIS Portal Framework:

- Content Management

- Search
- Personalization
- Subscription Services
- Authentication/Single Sign-on

Services:

- News / Communications / FAQ
- Customer Relations
- Assistance / Help-Desk
- Request Management
- Library / Publications / Papers
- Licensing & Permitting (Vessels, Dealers, etc)
- Credential Management / Privacy / User Control
- Access to legacy databases
- Electronic Payment Processing

Benefits:

Strategic:

- High visibility
- Complete agency coverage and representation
- Stepping towards a single public interface

Customer Value:

- Simple navigation to multiple agencies and services
- Transparency and accountability through centralized customer support
- Consistent security / privacy
- Personalized services
- Extensive searching capabilities

Operational:

- Minimize duplication of effort / costs
- Achieve economies of scale
- Provide centralized linkage to agencies and services
- Faster deployment of new online services
- Increase employee productivity
- Enhanced / centralized security